

MULTIMEDIA



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STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

DEN5048 – EFFECTIVE COMMUNICATION SKILLS

15 OCTOBER 2018
2.30 p.m. – 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **FOUR** printed pages with **TWO** sections.
2. Answer **ALL** Sections.
3. Write all your answers in the Answer Booklet provided.

SECTION A [35 MARKS]**Task 1: Multiple-Choice Questions (5 marks)**

Instructions: Read each question and choose the **BEST** answer.

1. Fatima is reading her boss's email message to determine what he wants her to do. She is involved in the _____ part of communication.
 - A. relaying
 - B. feedback
 - C. decoding
 - D. encoding
2. Which of the following would be considered as an example of kinesics communication?
 - A. A company's logo designed to project the organisation's image.
 - B. Albert arrives at 8.00 a.m. for his interview which has been scheduled for 9.00 a.m..
 - C. Anna kept flicking her back as she was nervous when she was presenting her report.
 - D. Antonio moved his chair closer to Sarah as he could not hear her well because of the ongoing construction work outside.
3. Gathering information about the company before attending the interview indicates that you have all the following characteristics EXCEPT
 - A. initiative
 - B. experience
 - C. preparedness
 - D. professionalism
4. Communication is a process where feedback is very important. Which of the following is NOT an example of feedback?
 - A. A smile.
 - B. A person who has the flu.
 - C. Sending an email response to your boss.
 - D. Choosing not to return a personal message.
5. Which of the following statements indicate a distributive negotiation ?
 - A. "I've tried to talk to him , but it doesn't work."
 - B. "I've tried to talk to him but he refused to listen."
 - C. "Let's figure out a schedule we both can live with."
 - D. "I am the manager. I'll decide how the job is done."

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Task 2: Fill in the Blanks (15 marks)

Instructions: Read each question and choose the **BEST** answer from the options given below.

noise	positive	active	intrapersonal	artifacts
vicarious experience	emotional arousal	motion	context	acceptance
mass media	channel	integrative	feedback	presentation
quorum	medium	oral	proxemics	distortion

6. The effectiveness of communication can be diminished by physical, physiological, psychological and social _____.
7. _____ communication happens when the sender is conveying a sensitive message or emotional message and does not need a permanent record.
8. _____ communication involves the production of and distribution of message to a large audience who are geographically dispersed and there is little or no feedback or interaction.
9. The most suitable _____ that you would use to discuss a new project proposal with your fellow directors based in Okinawa, Japan would be through video conferencing.
10. The company's annual general meeting had to be postponed as there weren't enough _____ to conduct the meeting.
11. A manager who creates an open space with few partitions separating workers' desks seeks to encourage an unrestricted flow of communication and this non-verbal communication is called _____.
12. At the board meeting, Kareem had introduced a _____ that we direct 10 percent of contributions to the Annual Fund endowment and this was seconded by Diane.
13. Having watched Usain Bolt dominate the world of athletics, Kwan Li has his own beliefs and dreams of becoming a world class athletic. This way of confidence is built through _____.
14. When Tito became bedridden as a result of a nasty accident, she decided that she was not going to fight her fears and stopped worrying about all she lost. When people called her disable, she called herself differently able. Her healthy self-esteem here is related to _____.

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15. Discussing a problem with your boss or asking for a raise might be received differently based on whether the discussion was in your boss's office or over lunch at a local restaurant. This communication is influenced by the _____ it occurs.
16. The audience were overwhelmed with Farah's _____ because her visuals had too many special effects and less message content.
17. Asha was sitting by the beach by herself reminiscing her days at the universities and cherishing those memories. Asha is involved in an _____ communication.
18. After Ali had wrapped up his presentation, his manager approached him at the hallway and shook his hands and said, 'Great job.' This is an example of _____ feedback.
19. When listeners use _____ listening, they are giving the other person all their attention in order to understand the issue from the other person's perspective or point of view.
20. If a plain-clothes police officer shows a police badge at an accident, there is an immediate perception of authority by those who see the badge. This part of the non-verbal communication is considered as _____.

Task 3: Case Study (15 marks)

Instructions: Read the following scenario and answer all questions.

Abdul and Emily were given the task of developing a flow chart for a new software program. They were to put together a team quickly to develop the flowchart in a matter of weeks, and find developers to write the program. Emily had just joined the company in Malaysia and was put in charge of the team while Abdul was a technical expert. They didn't know each other very well before the project, nor did they know the other's capabilities or how they worked with others.

Emily held her first meeting in her office which was messy with papers and files scattered all over the table. Emily was late and the meeting did not start as scheduled. It was very noisy as there was a construction work going on across the building. Her team members were distracted with the noise and kept asking Emily for clarification. Furthermore, the room was hot and stuffy as the air conditioning was not functioning. The meeting dragged on for about two hours. Abdul sat silently throughout the meeting without saying a word and walked out angrily after it was over. Abdul felt angry and resentful towards Emily as she seemed unpredictable and didn't care about the decisions being made.

Later in the day, Emily caught Abdul in the hallway and discussed an idea she had. Emily felt frustrated with Abdul because she felt that when she offers her ideas, Abdul disagrees and criticizes her suggestions. Emily then told Abdul to inform the rest of the team members to send in their written report at the next meeting. Abdul stated that a verbal presentation would be sufficient and this angered Emily and she

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raised her voice and told him firmly that she wanted a report and not a verbal presentation. She walked off and slammed the door of her office.

1. Give TWO possible communication noise that Emily and Abdul are experiencing. Provide evidences from the excerpt above. (4 marks)
2. Identify the two types of non-verbal communication between Emily and Abdul. Provide evidences from the excerpt above. (4 marks)
3. Which channel of written communication would Abdul probably use to inform the members that they have to present a written report? Justify your answer. (2 marks)
4. Give TWO reasons as to why Emily wanted a written report rather than a verbal presentation. (2 mark)
5. Explain how Abdul's criticism and attitude could affect Emily's self-esteem? (3 marks)

SECTION B [15 MARKS]

Instructions: Read the situation below and complete the given task.

SITUATION:

You work as a sales manager for a garden centre. You have signed a contract with Taeko Printing Company to make labels for the trees that you sell. However, recently, the first batch of 20,000 labels that you ordered was not only delivered late but you found that the ink on the labels was not waterproof.

TASK:

Write a letter of complaint between 150-200 words to Taeko Hardware asking for a refund or else you would like to cancel your contract with them. You may invent all necessary details. Your letter should be fully blocked layout open punctuation.

End of Paper